How to Sell the BOSS Program

Connecting with the Chain of Command and Key Resource Personnel

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Our Mission - provide equitable, effective and efficient management of Army installations worldwide to support mission readiness and execution, enable the Well-being   of Soldiers, civilians and family members, improve the Army's aging infrastructure and preserve our environment.

Leading Change for Installation Excellence

Selling the BOSS Program

I. What are we selling?

II. Who are our target audiences?

III. How are we connecting?

What are We Selling?

- Tangibles
  - Community service projects
  - Recreation activities/services
  - Well-being issues
- Intangibles
  - Leadership development
  - Personal life skills
  - Credibility and respect

Target Audience?

Single Soldiers

   Reps

   Patrons

Commanders

   Unit

   Battalion

   Garrison

   Mission

MWR and Support Services

   Programming partnerships

   Logistical Support

   Administrative guidance

partnership

How are We Connecting?

- **With Commanders**
  - ➤ Productive use of discretionary time
  - ➤ Smart choices
  - ➤ Decrease blotter reports
  - ➤ Effective communication

- **With Single Soldiers**
  - ➤ Programming
  - ➤ Participation
  - ➤ Skill Building

- **With MWR**
  - ➤ Focus Groups
  - ➤ Manpower
  - ➤ Revenue
 - ➤ Partnerships

Before We Knock on Commanders' Doors or Start Posting Flyers.....

- **Solid Foundation**
  - Representation
  - Meetings
  - Deliverables
- **Take inventory**
  - Representation
    - Units and Brigades
    - Representatives and Alternates
    - Participation – orders

  - Meetings
    - Attendance
    - Productivity
    - Minutes
  - Deliverables
    - Patron demand (activities and services
    - Effective communication (reaching users)
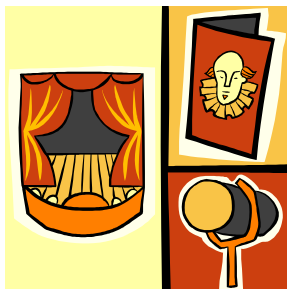 - Continuity Books
    - Reference Guide
    - BOSS for Dummies

Secrets to Successful Programming
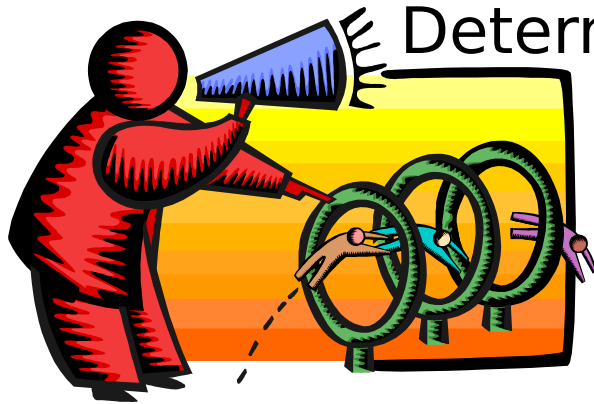
Determining Demand
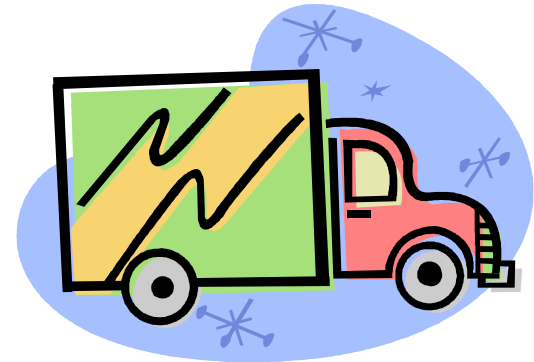
Delivery strategies

Utilizing programming tools

AAR

Determining Demand

- Focus Groups
  - Smaller, intimate gathering
  - Q&A
    - Immediate feedback
- Surveys
  - Army
    - Leisure Needs
  - Local
    - ICE
    - Event questionnaires

- Trends
  - Local program, history/data
  - National reports

Utilizing Programming Tools

❶ **Customer Driven**
- Focus groups
- Hot links
- Comment cards
- Surveys
- Unit contacts

❷ **Effective Use of Facilities**
- Max efficiency/staff/ overhead
- Max customer traffic
- Integrate/partner during non-peak hours
- consolidation

❸ **Non-Facility Based**
- Take program to patrons/location
- Partnerships (City Park & Rec, schools, etc.)
- Interface with units

❹ **Integrated Programming**
- Partnerships on/off post
- Joint efforts
- Asset mapping/sharing

❺ **Outsourcing Opportunities**
- Efficiency (staff, $)
- Contracts
- Partnerships

Utilizing Programming Tools

❻ Internal Promotional Strategies
- Central registration
- RecTrac!
- Cooperatives - MWR coupons, promo books

❼ Support Services (DCA/Installation/Garrison
- Streamline network
- Eliminate waste
- Heighten accessibility

- Army Program Tool
- Repository of Activities
- Planning to Delivery
- Costs

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Delivery Strategies

- Integrating RDS and MWR assets
- Timeliness/Planning
  - Milestones
  - Calendars (deconflict)
  - Deployments
  - Environments
- Promotion
  - Getting the word out
    - High Traffic Areas
    - All Mediums
    - Think OTB

After Action Reports

- Participant Feedback
- Administration/logistics
- Reference
  - Continuity Book
  - File
  - Army Programming Tool

Knocking on Commander's Door

- Introduction to BOSS/State of BOSS
  - Convey solid foundation
  - Connectivity to Army mission
- Minutes/briefings
  - Keep leaders apprised
  - No surprises
  - Face-to-face or correspondence
- Outcomes
  - Bridge mission and garrison
  - Influence participation
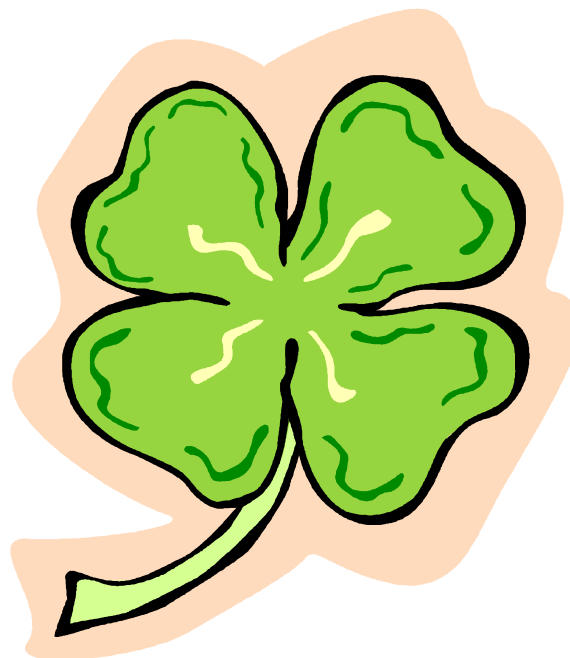 - Grease partnerships

Pushing the "HELP" Button

- Garrison
  - MWR Advisor
  - Senior Military Advisor
- Region
  - MWR Advisor
  - Senior Military Advisor
- Army
  - BOSS Cell
  - Senior Military Advisor
- References
  - Website
  - Desk reference
  - Circular
- Colleagues/Peers

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END OF BRIEF

INSTALLATION MANAGEMENT AGENCY

"*Sustain, Support and Defend*"